

CASE STUDY

How Valenz Bluebook Improved Member Engagement for a 7x ROI

By implementing an actionable engagement strategy from Vālenz Health®, one employer in the Southeast drove higher member utilization, better care outcomes, and significant plan savings.

7:1

return on investment

\$239k

total savings

10:1

return on
incentives spend

52%

increase in
utilization rate

Challenge

Low member utilization of existing navigation tools and rising healthcare costs prompted the employer to revisit their employee engagement strategy.

Solution

To increase utilization, Valenz Bluebook designed a new member communications and rewards strategy:



Engagement Rewards:

Incentivize members to shop for and receive care from high-value providers



Member Communications:

Bimonthly email outreach to educate, remind, and reinforce savvy shopping behaviors



Gamification:

Promote and incentivize interactive learning during open enrollment



Targeted Reminders:

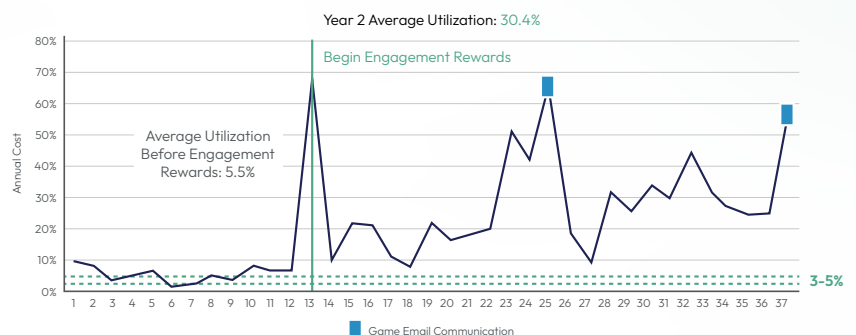
Emails alert members of overlooked savings opportunities and ways to save on future procedures

Results

By educating members and encouraging use of the navigation tool, Valenz Bluebook successfully increased utilization to a 30.4% average rate — **a 52% increase over the program's average monthly utilization rate** — supporting higher cost containment through smarter care choices.

Engagement Rewards

Incentives aligned with digital communications resulted in 6x utilization.



Ready to optimize your healthcare strategy? Contact us today.
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